WHAT IS CLAIMED IS:

1. A method for analyzing the usage of an expression, comprising:

monitoring a selected organization for occurrences of a selected expression within a time interval;

gathering predetermined attributes of each occurrence of the expression;

storing each occurrence of the expression and its predetermined attributes in association with the time interval;

repeating the monitoring, gathering, and storing at a subsequent time interval; and

compiling the number of occurrences of the expression in the organization as a function of time and storing the resulting compilation in a user accessible medium.

2. The method according to claim 1, wherein the method comprises monitoring a plurality of organizations and compiling the number of occurrences of the expression in at least a portion of the plurality of organizations as a function of time.

3. The method according to claim 2, wherein the number of occurrences of the expression in all of the plurality of organizations are compiled.

4. The method according to claim 2, wherein the number of occurrences of the expression in less than all of the plurality of organizations are compiled in a subset.

5. The method according to claim 1, wherein the expression comprises a term or phrase.

6. The method according to claim 1, wherein the organization comprises textual content.

7. The method according to claim 1, wherein the organization comprises Internet websites, purchased data, or internal databases.

8. The method according to claim 1, wherein prior to monitoring, the

organization is assembled in a data storage system.

9. The method according to claim 1, wherein the repeating of the monitoring, gathering and storing occurs at a plurality of subsequent time intervals.

10. The method according to claim 1, wherein each subsequent time interval is one day.

11. The method according to claim 1, wherein the predetermined attributes comprise time-stamping, website URL, and company information.

12. The method according to claim 1, wherein the occurrences of the expression and predetermined attributes are stored in a data storage system.

13. The method according to claim 1, further comprising analyzing the resulting compilation of occurrences of the expression to determine a trend associated with the occurrences of the expression in the organization.

14. The method according to claim 1, further comprising outputting the stored compilation to a user interface.

15. The method according to claim 14, wherein the user interface comprises a visual display device configured to display a graphical analysis of the resulting compilation.

16. The method according to claim 1, further comprising converting the organization from an audio content to textual content.

17. The method according to claim 1, further comprising filtering the occurrences of the expression and the associated predetermined attributes generated from repeating the monitoring, gathering and storing.

18. The method according to claim 1, further comprising providing access to the stored predetermined attributes of the occurrences associated with a selected time interval for display on a user interface.

19. A computer-readable storage medium, comprising executable code for instructing a computer to perform the method of claim 1.

20. A method for analyzing the usage of an expression, comprising analyzing a compilation of the number of occurrences of a selected expression in a selected organization as a function of time to determine a trend associated with the occurrences of the expression in the organization.

21. A system for analyzing the usage of an expression, comprising:

a first data storage system comprising an organization within a time interval;

a monitoring tool configured to monitor the organization for occurrences of the expression;

a second data storage system configured to store each occurrence of the expression and its predetermined attributes in association with the time interval; and

a computer program configured to compile the number of occurrences of the expression in the organization as a function of time and store the resulting compilation in a user accessible medium.

22. The system according to claim 21, further comprising a filter configured to substantially eliminate each occurrence of the expression and predetermined attribute associated with a user.

23. The system according to clam 22, further comprising a user interface configured to display the number of occurrences of the expression in the organization as a function of time.